

# webbooks

Prepared For: Lead Name

**Lead Property Address**



# Selling Proposal and Plan for:

57 Robinsons Road - Mr & Mrs Smith



Dear John Smith,

Thank you for the opportunity to appraise your property. Our initial meeting gave me a clear understanding of your needs and the goals you hope to achieve through the sale of your home.

The Complete Selling Plan we discussed is, in my view, the most effective strategy for securing the best possible outcome. As promised, I've consolidated everything we covered into this detailed proposal for your review.

This proposal includes:

- Property Pricing
- Selling Plan
- Marketing Strategy and Investment
- Property Preparation Checklist
- Recent Sales and Market Insights

- Weekly Communication Plan
- Timeline and Key Actions

This document will serve as our roadmap toward a successful sale. By outlining the strategy, pricing and terms in writing, you'll have a clear picture of the service and commitment you can expect should you choose us as your agent.

We are dedicated to keeping you informed at every stage of the process and ensuring the strongest result in today's competitive market. I look forward to your feedback and hope to have the opportunity to represent you.

Kind regards,  
Chris Henry  
*River Real Estate*

## Our Pricing Recommendation

Price at which the Property is to be offered (including GST, if any): \$1,300,000

Recommended method of sale: Private Treaty

Agent's opinion as to current estimated selling price (or price range): \$1,250,000 - \$1,320,000

(This opinion is not to be construed as a valuation)

Agent's fee as discussed: 1.85%

# Property Details

57 Robyns Road, Vic 3199



4 Beds



459 sqm Living



3 Baths



645 sqm Land



2 Cars

# Comparable Property Report



79 Burlington View St

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Beds	Baths	Cars	Sold Date
1	2	3	01/09/2018
Size			Sold Price
500 m <sup>2</sup>			\$600,000



88 Webb St East Gosford

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Beds	Baths	Cars	Sold Date
1	2	3	01/09/2018
Size			Sold Price
500 m <sup>2</sup>			\$600,000



50 White St Gosford

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Beds	Baths	Cars	Sold Date
1	2	3	01/09/2018
Size			Sold Price
500 m <sup>2</sup>			\$600,000



90 Burlington St

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Beds	Baths	Cars	Sold Date
1	2	3	01/09/2018
Size			Sold Price
500 m <sup>2</sup>			\$600,000

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# Our Plan For Selling Your Home

To achieve the best possible result, we've refined the selling process into three clear and effective steps designed to maximise impact and structure. Generating early energy around your property is key to attracting the strongest buyers from the outset. By combining targeted marketing to our qualified, registered database with a strategic promotional campaign, we ensure every opportunity is explored to secure the highest sale price within your preferred timeframe.

The table below summarises the selling plan I've outlined for you.

## Step 1 - Behind the Scenes

- Photography
- Creative Development
- Contract of Sale
- Database Notification
- Coming Soon Campaign and pre-marketing preview



## Step 2 - On the Market

- Signboard and Internet launch
- Distribution Marketing
- Database Appointments
- Interest and Price Guide Report
- Media and Press Release and Open for Inspections



## Step 3 – Results and Decisions

- Marketplace Reports
- Possible Offers
- Negotiation Process
- Confirmation of Sale and Price
- Sale and Awaiting Settlement



# Marketing Strategy and Investment

Marketing	Item	Size	Cost
Direct Mail	Just listed letterbox drops, database email	DLx500	\$250
Portals	realestate.com.au	Priority Listing	\$1395
Floorplan	Floor plan & site plan colour	A4	\$250
Photography	Day photography	Unlimited shots	\$600
Brochures	4 page brochure with floorplan x 50 & window card	A4	\$200
Press	Frankston Leader	Double Module	\$600
Press	Frankston Leader	Single Module	\$300
Photoboard - Property	Photoboard	5x7	\$250
Other	Other	Other	Other

Other

Other

Other

Other

Other

Other

Other

Other

# Essential Marketing Launch

As part of our commitment to your property we will be doing the following essential marketing.

- Placing your property in our window display
- Launching the property on our multiple websites
- Writing a feature editorial for the local press
- Sending bulk communications via email and SMS to all registered buyers
- A local Just Listed property brochure followed by phone call

The image shows two ceramic mugs on a light-colored surface. The mug on the left is white with vertical stripes, and the one on the right is white with diagonal stripes. A semi-transparent white box is overlaid on the mugs, containing the title and introductory text. In the background, there are some green leaves, possibly from a plant.

# Property Preparation Checklist

The presentation of your property is a key part of a buyer's first impression.

Ensuring your property looks its best, prior to photographs being taken and before each open house, will give you the best opportunity to achieve an outstanding result. In order to help you with this, we've put together a small list of ideas that you may want to consider when presenting your property.

## Exterior

Always ensure that lawns are freshly cut and edged - Place fresh mulch on the garden beds - Neatly trim trees around windows and doors - Remove any clutter or rubbish from around the exterior of the house - Ensure garden hoses are neat and tidy.

Always empty bins and keep them out of site, if possible - Where possible, clean windows/glass on the exterior of your property - Make sure you keep garden hedges trimmed - Place additional plants to fill garden beds, where needed - Clean out any visible storage under the house, where applicable - Finalise any small painting jobs on the home or surrounding structures.

## Interior

Remove any clutter to give a minimalist and welcoming feel - Ensure internal windows/glass/screens are clean, including mirrors - Wipe down window sills and clean out sliding door tracks - Steam clean carpeted areas, where possible - Check for and clean any marks on internal walls - Paint or re-paint walls, if necessary - Ensure kitchen cook tops and benches are wiped clean - Wash or replace curtains/blinds, where required - Remove dust build-up or spider webs, if applicable - Make sure all light globes and fittings are in working order.

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# Building Inspection Reports

Conducting a Pest and Building Inspection is a valuable option when preparing to sell your property. In most cases, buyers are advised by their solicitors to complete both inspections before exchange.

If you're planning to go to auction, it's strongly recommended that you arrange your own Pest and Building reports before launching your marketing campaign. This allows you to identify and address any potential issues early and provides the added benefit of sharing the reports with interested buyers throughout the campaign, which can build trust and streamline the sale process.

Please note that these are suggestions intended to help you achieve the best possible result. If you need any assistance with presenting your home or coordinating external services for repairs or improvements, I'm always here to help—just give me a call.



# Weekly Meeting Agenda and Property Results

I like to track my properties weekly as in my experience this is a manageable time-frame to ensure every base is covered along the way and we are constantly moving towards a successful outcome. Each week we will provide a table of results as below that will provide a running numbers report of your property.

## 57 Robinsons Road, Vic 3199

Days on Market	23	Contract Issued	4
Virtual Inspections	178	Second Inspections	6
Email Enquiries	95	Offers	1
Groups Inspected	30	Interested Parties	4

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# Meeting Agenda

I will meet with you each week to review and monitor every stage of your auction campaign, ensuring you're fully informed and supported throughout the process. My goal is to do everything possible to help you achieve a successful outcome.

Please keep this agenda on hand while your property is on the market. It's a helpful tool for tracking progress and noting any topics you'd like to explore further during our weekly meetings.

Weekly Meeting Agenda:

- Review of activity to date
- Are you receiving enough communication and support?
- How is the process aligning with your expectations?
- Promotion and marketing performance
- Sales process and buyer feedback
- Pricing insights and adjustments (if needed)
- Property presentation and any recommended improvements
- Summary of next steps to move toward a successful result



# Where To From Here

The following check list will navigate your journey with us towards a solid understanding of every important step of the real estate process.

With the checklist complete you can move on with your plans. We would then thank you for the opportunity for being your agent and hope we have earned the right to be referred to your family and friends.

In today's real estate industry the only indication we have that we are completely qualified to sell real estate is your satisfaction and testimonial.

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|---|--|
| <input type="checkbox"/> Signing the agreement will be the activation of our service                  | <input type="checkbox"/> A team visit will be booked.  |
| <input type="checkbox"/> We will prepare a full detailed list of features & benefits of your home.    | <input type="checkbox"/> Decide on which buyers qualify to inspect the home.                     |
| <input type="checkbox"/> We will provide you with a check list that helps you in preparing your home. | <input type="checkbox"/> Generate interest through the surrounding local residents.              |
| <input type="checkbox"/> Photography will be booked.  | <input type="checkbox"/> Launch our media release promoting local residents.                     |
| <input type="checkbox"/> Preparation of documentation and legals.                                     | <input type="checkbox"/> We will provide you with feedback regarding inspections and offers.     |
| <input type="checkbox"/> We will secure marketing space for media release.                            | <input type="checkbox"/> Facilitate all possible offers and negotiate the best possible outcome. |
| <input type="checkbox"/> Your keys will be tagged and registered.                                     | <input type="checkbox"/> Await your decision of what is acceptable to you.                       |
| <input type="checkbox"/> Organise copywriting for information text.                                   | <input type="checkbox"/> Once the above is achieved we will execute all paper work.              |
| <input type="checkbox"/> We will send bulk messages (email & SMS) our database (coming soon message). | <input type="checkbox"/> Attach the sold sticker.  |
| <input type="checkbox"/> Signage will be arranged.  | <input type="checkbox"/> Pay the sales funds into your nominated bank account.                   |
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## Next Steps

To move forward, simply let me know you're happy to proceed with the proposal. I'll prepare the necessary agency agreement for signing and get started on the next steps, including property preparation and launching your tailored marketing campaign.

If you have any questions or would like to adjust any part of the plan, I'm here to help.

# Book a Web Books Demo

Email Address (required)

Full Name (required)

Contact Number (required)

Company Name (required)

Additional Comments